



WJLA
1100 Wilson Blvd, 6th Floor
Arlington, VA 22209

WJLA-TV/DT WASHINGTON, DC

Greer Margolis & Mitchell (GMMB)
1010 Wisconsin Ave
Suite 800
Washington, DC 20007

Contract # 195936

Schedule Dates 09/15/12-09/21/12
Advertiser Obama for America/D (9323)
Agency/T-code Greer Margolis & Mitchell (GMMB) (2116)/ELECTR
Product Political/Political (1088)
Brand OFA Est 1775 :60s 9-15-9-21 (71665)
Salesperson Petro, Susan (1110)
Sales Office WJLA - Core Team
Buyer Name Nagelberg, Dan
Phone/Fax /
CPE OFA/1775 :60s 9-15-9-21
Account Types Local/Political Candidate Agency
Billing Type Calendar
Comments

Date Entered 09/14/12
Last Modified 09/14/12
Entered By Susan Petro
CO-OP No
Headline #
Demo
Order Type Normal
Package Deal
Commission % 15.00
Commission \$53,340.00
Net Total \$302,260.00
Sales Tax

WJLA Arlington (WJLA)
By Calendar Month
Sep. 2012
Grand Total:

Spots	77	Rate	\$355,600.00
	77		\$355,600.00

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
1.0	Normal Line / COLLEGE FOOTBALL	09/15/12-09/15/12	3	1:00	7:57P-SPORTS-ABC SATURDAY NIGHT FOOTBALL SHOWCASE							1		1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/14/12
2.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	9A- LIVE!		1	1	1	1	1			5	\$1,600.00	\$8,000.00	WJLA Arlington (WJLA)		9/14/12
3.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	10A- RACHAEL RAY		1	1	1	1	1			5	\$1,400.00	\$7,000.00	WJLA Arlington (WJLA)		9/14/12
4.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	10:58A- ABC--THE VIEW		1	1	1	1	1			3	\$2,800.00	\$8,400.00	WJLA Arlington (WJLA)		9/14/12
4.0.1	Closed Preempt	09/17/12															WJLA Arlington (WJLA)	No Avail/Exception -	
4.0.2	Preempt	09/20/12															WJLA Arlington (WJLA)	No Avail/Exception -	
5.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	11:59A- NEWS-ABC 7 NEWS @ NOON		1	1	1	1	1			5	\$1,800.00	\$9,000.00	WJLA Arlington (WJLA)		9/14/12
6.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	12:57P- ABC--THE CHEW		1	1	1	1	1			5	\$2,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/14/12
7.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	2P- ABC--GENERAL HOSPITAL		1	1	1	1	1			5	\$2,800.00	\$14,000.00	WJLA Arlington (WJLA)		9/14/12
8.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	3:01P- ANDERSON COOPER SHOW		1	1	1	1	1			5	\$2,400.00	\$12,000.00	WJLA Arlington (WJLA)		9/14/12
9.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	3:58P- ABC--KATIE COURIC		1	1	1	1	1			5	\$3,200.00	\$16,000.00	WJLA Arlington (WJLA)		9/14/12

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WJLA Arlington (WJLA)
By Calendar Month
Sep. 2012 **Spots** 77 **Rate** \$355,600.00
Grand Total: 77 \$355,600.00

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10.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	6:59A-ABC-GOOD MORNING AMERICA		1	1	1	1	2			6	\$2,600.00	\$15,600.00	WJLA Arlington (WJLA)		9/14/12
11.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	4:58P-NEWS-ABC 7 NEWS @ 5P		1	1	1	1	1			5	\$3,200.00	\$16,000.00	WJLA Arlington (WJLA)		9/14/12
12.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	5:59P-NEWS-ABC 7 NEWS @ 6P		1	1	1	1	1			5	\$4,800.00	\$24,000.00	WJLA Arlington (WJLA)		9/14/12
13.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	20938-NEWS-ABC 7 NEWS @ 11P		1	1		1	1			4	\$6,400.00	\$25,600.00	WJLA Arlington (WJLA)		9/14/12
14.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	49885-ABC-ABC NIGHTLINE		1	1	1	1	1			3	\$2,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/14/12
14.0.1	Preempt	09/18/12															WJLA Arlington (WJLA)	No Avail/Exception -	
14.0.2	Preempt	09/20/12															WJLA Arlington (WJLA)	No Avail/Exception -	
15.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	6:58P-WHEEL OF FORTUNE		3	X	X	X	X	X		3	\$8,000.00	\$24,000.00	WJLA Arlington (WJLA)		9/14/12
16.0	Normal Line / SPOT	09/17/12-09/21/12	3	1:00	7:27P-JEOPARDY		3	X	X	X	X	X		3	\$8,800.00	\$26,400.00	WJLA Arlington (WJLA)		9/14/12
17.0	Normal Line / SPOT	09/18/12-09/18/12	3	1:00	8:30P-ABC-LAST MAN STANDING			1						1	\$12,000.00	\$12,000.00	WJLA Arlington (WJLA)		9/14/12
18.0	Normal Line / SPOT	09/18/12-09/18/12	3	1:00	9P-ABC-20/20			1						1	\$14,000.00	\$14,000.00	WJLA Arlington (WJLA)		9/14/12

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Salesperson	Petro, Susan (1110)	Demo	
Sales Office	WJLA - Core Team	Order Type	Normal
Buyer Name	Nagelberg, Dan	Package Deal	
Phone/Fax	/	Commission %	15.00
CPE	OFA/1775 :60s 9-15-9-21	Commission	\$53,340.00
Account Types	Local/Political Candidate Agency	Net Total	\$302,260.00
Billing Type	Calendar	Sales Tax	
Comments			

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By Calendar Month		
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19.0	Normal Line / SPOT	09/19/12-09/19/12	3	1:00	10P-ABC-REVENGE				1					1	\$12,000.00	\$12,000.00	WJLA Arlington (WJLA)		9/14/12
20.0	Normal Line / SPOT	09/20/12-09/20/12	3	1:00	9P-ABC-GREY'S ANATOMY					1					\$12,000.00		WJLA Arlington (WJLA)		9/14/12
20.0.1	Preempt	09/20/12															WJLA Arlington (WJLA)	No Avail/Exception -	
21.0	Normal Line / SPOT	09/20/12-09/20/12	3	1:00	10:02P-ABC-SCANDAL						1			1	\$6,000.00	\$6,000.00	WJLA Arlington (WJLA)		9/14/12
22.0	Normal Line / SPOT	09/21/12-09/21/12	3	1:00	7:57P-ABC-SHARK TANK						1			1	\$4,000.00	\$4,000.00	WJLA Arlington (WJLA)		9/14/12
23.0	Normal Line / SPOT	09/21/12-09/21/12	3	1:00	9:01P-ABC-WHAT WOULD YOU DO?						1			1	\$4,800.00	\$4,800.00	WJLA Arlington (WJLA)		9/14/12
24.0	Normal Line / SPOT	09/21/12-09/21/12	3	1:00	10P-ABC-20/20							1		1	\$10,000.00	\$10,000.00	WJLA Arlington (WJLA)		9/14/12
25.0	Normal Line / NEWS BRIEF	09/18/12-09/19/12	1	1:00	10:28P-10:32P (EST)							1		1	\$56,000.00	\$56,000.00	WJLA Arlington (WJLA)		9/14/12
26.0	M/G For 4.0.1 / SPOT	09/18/12-09/21/12	3	1:00	10:58A-ABC-THE VIEW				X	X	X	X		1	\$2,800.00	\$2,800.00	WJLA Arlington (WJLA)		9/14/12

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